



**CHARLOTTE**

# **2016 NEIGHBORHOOD BOARD RETREAT**



## **Historic West End Neighborhood Association**

Hosted by City of Charlotte Neighborhood & Business Services at UNC Charlotte Center City

# Historic West End Neighborhood Association

## 2016 Board Retreat

### Background

On Saturday, July 16th, 2016, the board members of the Historic West End Neighborhood Association participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Center City. The following board members participated in the retreat:

- Melvin Brown
- Ronald Ross
- Dorothy County Scoggins
- Marilyn T. Brown
- Thelma Byers-Bailey



The City of Charlotte values citizen leadership and its ability to make an impact in the communities, in which we all live, work, play and shop. With this in mind, the board retreat process was initiated to help neighborhood based organizations develop strategic plans to improve quality of life in their communities.

### Purpose

The purpose of the board retreat was to

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

By participating in the retreat, our board earned a \$1,500 match credit toward a Neighborhood Matching Grant (NMG) to help execute one of the projects we identified.

To receive this credit we'll submit our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the September 1, 2017 NMG application deadline.

### Process

Our board retreat was conducted by trained facilitators tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help capture the best of the past, the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Developing a vision to guide our decision making and activities
- Developing strategic priorities that aligned with our vision
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Idea Development – Time for participants for develop an action plan for goal achievement.

### Where Are We Going, Where Have We Been?

We began our day with paired interviews, using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why would or wouldn't a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
<ul style="list-style-type: none"> <li>• Neighborhood transformation: Renter → Owner; Some reversing</li> <li>• HWENA / McCrorey Heights partnered w/Hickory Grove – East/West Coalition; Leader had to leave – struggle</li> <li>• Branding/Gateway</li> <li>• W. Charlotte Regression – Education not where it should be – why?</li> <li>• History event at church on Griens Gr.</li> <li>• West Fest</li> <li>• Neighborhood Christmas Party</li> <li>• Lack of Volunteers/New Leadership</li> </ul>	<ul style="list-style-type: none"> <li>+ Access to transit</li> <li>+ CMPD Walking Beat, additional officers at grocery store</li> <li>+ Proximity to uptown</li> <li>+ Visionary potential</li> <li>- Property maintenance lacking in some instances</li> <li>- Lack of grocery stores</li> <li>- Current store is not inviting</li> <li>- Amenity Desert</li> <li>- Gentrification tension between new/old</li> <li>- People don't support development</li> <li>- Support local businesses (lack of)</li> <li>- Crime rate</li> <li>- Lack of volunteers/leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Economic development/jobs</li> <li>• Streetcar to Sunset</li> <li>• Community events/involvement</li> <li>• Promoting availability of resources (façade grants, security home rehab)</li> <li>• Leverage resources-partnerships</li> <li>• Open HWENA meetings to residents 1-4 times/year for conversation</li> <li>• “Holiday on the Corridor” Bridge→Lakeview, wreaths, churches</li> <li>• Crime reduction</li> <li>• HWENA – HWEP to promote corridor – partner with city residents.</li> </ul>

## Our Vision

Our vision is the unifying statement for our community that will guide our decision making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

### OUR VISION:

*The Historic West End Neighborhood Association is a consortium of neighborhoods that advocates to build community, leverage resources and foster economic development through collaboration, engagement, communication and education.*

## Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus using the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
  - Current action items getting you closer to our vision.
  - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the wall.
- Organize the ideas by natural categories, once everyone agrees on the groups, give each one a name.



This activity led us to the following categories and action items being identified as important within our community:

*Through discussion, the proposed activities/projects were narrowed down to 5, highlighted below in red text.*

**EVENTS** (7 votes)

- Host Town Hall meetings twice a year for corridor businesses and residents (3 votes)
- Light Up The Corridor – Holiday celebration event 1x/year, decorate signs with wreaths, engage businesses and churches (3 votes)
- Clean up litter day /encourage neighborhood associations to adopt-a-street (1 vote)
- Ride with the police month
- Beatties Ford Walk of Fame
- Bike tours/bike ride through neighborhoods
- Revive West Fest Celebration where each neighborhood has booth highlighting their assets.

**COLLABORATION** (6 votes)

- Get HWENA to compile a resources list than can be handed out to each neighborhood (include: code enforcement/my charlotte app; façade grants; housing rehab grants/loans, etc.) (2 votes)
- As advocates, be at the table with stakeholders that make decisions. What tables? How often? **Does not meet SMART goals, moved to parking lot.** (2 votes)
- Inclusion of neighborhood churches for community activities (1 vote)
- Fostering better relationships with police officers. Partnering with them for community activities (1 vote)
- Collaborate with another HOA with similar issues and work together

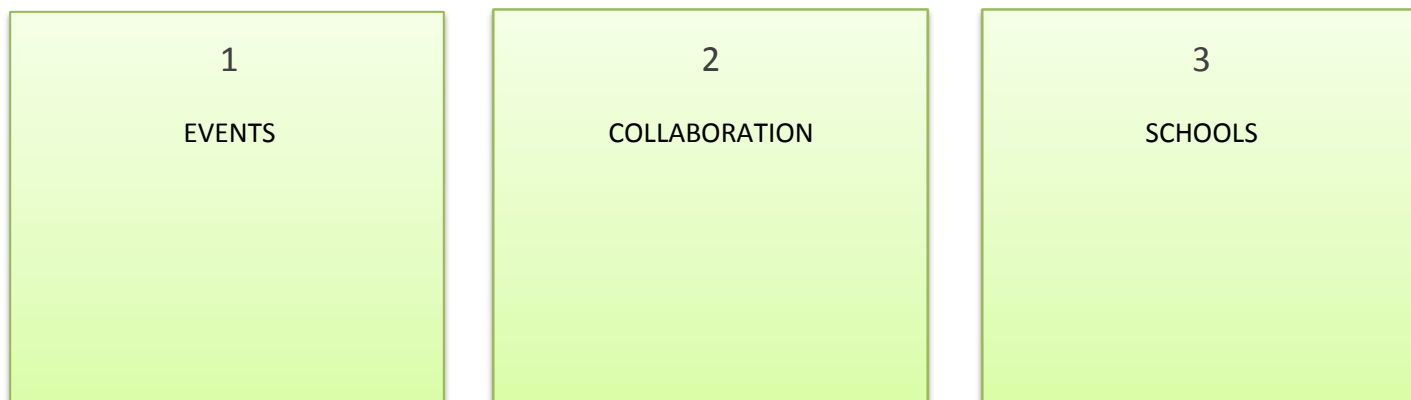
**SCHOOLS** (2 votes)

- Start a mentoring program or partner w/ existing program. Identify the program, identify school, identify ages, and begin partnership (2 votes)
- Parade of local schools, neighborhoods
- Work with local schools on the corridor
- Encourage neighborhoods to adopt a neighborhood school to volunteer.

**ECONOMIC DEVELOPMENT** (0 votes)

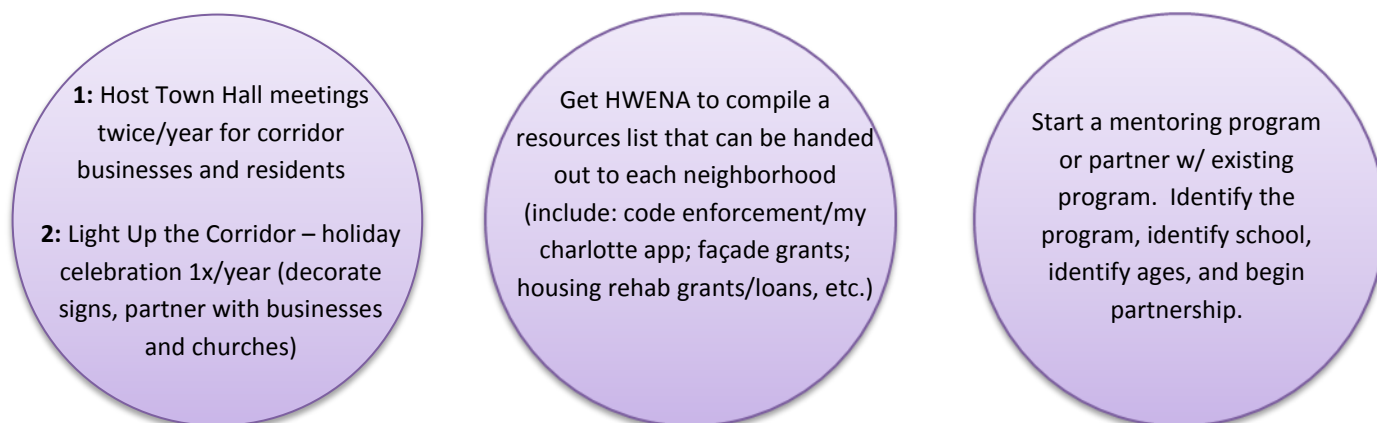
- Shop local campaign
- Monthly job fairs
- Collaborate with other partnership on the corridor (businesses too).

Each participant was provided three (3) stickers to be used for voting. Stickers could be placed all on one or two items or shared amongst all of the ideas identified. The three categories receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision. These are:



**Action Items for 2016-2017** The four activities selected as most impactful toward achieving our strategic priorities are activities in 2016-2017 are listed below.

*Note: Many of the projects initially received equal number of votes; however, during discussion, it became apparent that one of the top 5 projects did not meet the SMART goals. The group did not have the opportunity to further narrow either the larger categories or the activities/projects down from 4 to 3 on which to focus its efforts. The top 4 action items are listed below.*





## 2016 Neighborhood Board Retreat Summary

### Historic West End Neighborhood Association

#### OUR VISION:

*The Historic West End Neighborhood Association is a consortium of neighborhoods that advocates to build community, leverage resources and foster economic development through collaboration, engagement, communication and education.*

#### TO HELP US REACH OUR VISION WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1

EVENTS

2

COLLABORATION

3

SCHOOLS

#### IN 2016-2017, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

**1:** Host Town Hall meetings twice/year for corridor businesses and residents

**2:** Light Up the Corridor – holiday celebration 1x/year (decorate signs, partner with businesses and churches)

Get HWENA to compile a resources list that can be handed out to each neighborhood (include: code enforcement/my charlotte app; façade grants; housing rehab grants/loans, etc.)

Start a mentoring program or partner w/ existing program. Identify the program, identify school, identify ages, and begin partnership.

Please list any parking lot issues or items here:

1. Collaboration Activity: As advocates, be at the table with stakeholders that make decisions. *What tables? How often?*
2. Meet and Greet new neighbors with welcome packets – including information re: meetings, activities, etc. Also give packets to current neighbors
3. Talk to homeowners who rent their homes out and ask them to have a set of guidelines for maintaining the house (in and out).
4. Get block captains again!





**Resources to Get Started-** You've rolled up your sleeves and established your vision. The resources below may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change.

Project	Getting Started	Resources
<b>Project #1</b>  Host Town Hall meetings twice/year for corridor businesses and residents	<ul style="list-style-type: none"> <li>Increase neighborhood participation</li> </ul>	<p><b>Increase neighborhood participation:</b>  <a href="http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/">http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</a></p> <p><b>Increase Neighborhood Volunteers:</b>  <a href="http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers">http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers</a></p> <p><b>Volunteer Appreciation Ideas:</b>  <a href="http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/">http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/</a></p>
	<ul style="list-style-type: none"> <li>Plan for and host meetings</li> </ul>	<p><b>Set up a conference call option for meetings:</b>  <a href="http://www.freeconferencecall.com">www.freeconferencecall.com</a></p> <p><b>Nextdoor: Create a private social network for your neighborhood (promote meeting via this venue, help member neighborhoods enroll if they are not already on this platform):</b>  <a href="https://nextdoor.com/about_us/">https://nextdoor.com/about_us/</a></p> <p><b>Yard Signs: Make signs to announce meetings with FastSigns® Reusable Yard Signs:</b>  <a href="http://www.fastsigns.com/sg-yard-signs/Yard-Signs">http://www.fastsigns.com/sg-yard-signs/Yard-Signs</a></p> <p><b>Mail Chimp: Free online newsletter creator to announce events:</b>  <a href="http://www.mailchimp.com">www.mailchimp.com</a></p> <p><b>Meetings tips for neighborhoods:</b>  <a href="http://nacok.org/association-tools/effective-meetings/">http://nacok.org/association-tools/effective-meetings/</a>  <a href="http://www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda">http://www.neighborhoodlink.com/article/Association/Effective_Meeting_Agenda</a></p> <p><b>Doodle to aid in scheduling meetings:</b>  <a href="http://doodle.com/">http://doodle.com/</a></p> <p><b>Canva to create visuals:</b>  <a href="https://www.canva.com/">https://www.canva.com/</a></p>
	<ul style="list-style-type: none"> <li>Leverage business relationships</li> </ul>	<p><b>CPCC's Small Business Center:</b>  <a href="http://www.cpcc.edu/sbc">www.cpcc.edu/sbc</a></p> <p><b>Charlotte Business Resources Portal:</b>  <a href="http://charlottebusinessresources.com/">http://charlottebusinessresources.com/</a></p> <p><b>Charlottebusinessresources.com networking page:</b>  <a href="http://charlottebusinessresources.com/starting-a-business/networking/">http://charlottebusinessresources.com/starting-a-business/networking/</a></p> <p><b>Business Link North Carolina Entrepreneur Resources:</b>  <a href="http://www.blnc.gov/start-your-business/entrepreneur-resources">http://www.blnc.gov/start-your-business/entrepreneur-resources</a></p> <p><b>Why businesses should partner with surrounding neighborhoods:</b>  <a href="https://www.portlandoregon.gov/oni/article/174358">https://www.portlandoregon.gov/oni/article/174358</a></p>
<b>Project #2</b>  Light Up the Corridor – holiday celebration 1x/year (decorate signs, partner with businesses and churches)		<p><b>Neighborhood Event Planning Toolkit:</b>  <a href="http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf">http://www.sdsynod.org/wp-content/uploads/2012/05/Block-Party-Kit.pdf</a></p> <p><b>Charlotte Department of Transportation for information on street closure procedures and approval:</b>  <a href="http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx">http://charmeck.org/city/charlotte/Transportation/Pages/Home.aspx</a></p> <p><b>Charlotte-Mecklenburg Police Department for sound permits:</b>  <a href="http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx">http://charmeck.org/city/charlotte/CMPD/Pages/default.aspx</a></p> <p><b>Wells Fargo offers grants that support projects that revitalize and stabilize communities:</b>  <a href="https://www.wellsfargo.com/about/charitable/nc_guidelines">https://www.wellsfargo.com/about/charitable/nc_guidelines</a></p>

<p><b>Project #3</b></p> <p>Get HWENA to compile a resources list that can be handed out to each neighborhood (include: code enforcement/my charlotte app; façade grants; housing rehab grants/loans, etc.)</p>		<p><b>Starting a neighborhood welcome committee:</b>  <a href="http://www.volunteerguide.org/hours/service-projects/welcoming-committees">http://www.volunteerguide.org/hours/service-projects/welcoming-committees</a></p> <p><b>Tips for what to include in a neighborhood welcome:</b>  <a href="http://charmeck.org/city/charlotte/nbs/CodeEnforcement/nuisance/Pages/Toolkits.aspx">http://charmeck.org/city/charlotte/nbs/CodeEnforcement/nuisance/Pages/Toolkits.aspx</a>  <b>Neighborhood &amp; Business Services’ website provides a wealth of resources for residents:</b>  <a href="http://charlottenc.gov/nbs">http://charlottenc.gov/nbs</a></p>
<p><b>Project #4</b></p> <p>Start a mentoring program or partner w/ existing program. Identify the program, identify school, identify ages, and begin partnership.</p>		<p><b>Contact the Mayor’s Mentoring Alliance for mentoring resources and training opportunities:</b>  <a href="http://charmeck.org/city/charlotte/mayor/MentoringAlliance/Pages/default.aspx">http://charmeck.org/city/charlotte/mayor/MentoringAlliance/Pages/default.aspx</a>  <a href="http://ctb.ku.edu/en/table-of-contents/implement/youth-mentoring">http://ctb.ku.edu/en/table-of-contents/implement/youth-mentoring</a></p> <p><b>Ways to partner with your school:</b>  <a href="http://www.educationworld.com/a_admin/archives/partners.shtml">http://www.educationworld.com/a_admin/archives/partners.shtml</a></p> <p><b>Contact Neighborhood and Business Services, 704-336-3380, to learn about more ways to support your neighborhood school</b></p> <p><b>McPie: Learn how a Charlotte community partnered with its local neighborhood school.</b>  <a href="http://christelca.org/ministries/change-the-world/mcpie/">http://christelca.org/ministries/change-the-world/mcpie/</a></p>

Your community is located within Charlotte’s Northwest Service Area. Your staff contacts for following up and community assistance are:

Cherie Grant, Community Engagement Specialist	Randy Harris, Community Engagement Lead
<a href="mailto:Cherie.Grant@charlottenc.gov">Cherie.Grant@charlottenc.gov</a> or 704-336-3322	<a href="mailto:rharris@charlottenc.gov">rharris@charlottenc.gov</a> or 704-432-1579

